JOSE MAVAREZ

WORDPRESS DEVELOPER | SEO & MARKETING OPERATIONS

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PROFESSIONAL SUMMARY

Computer Engineer and freelance web professional with 7+ years of experience supporting WordPress websites, e-commerce stores, SEO, website analytics, hosting, and client operations. Experienced in maintaining multiple agency and client websites, publishing and optimizing content, conducting keyword research and on-page and local SEO audits, resolving technical issues, and preparing reports in Google Sheets. Comfortable using Google Analytics 4, Google Search Console, Ahrefs, and Screaming Frog to identify opportunities and support marketing decisions.

TECHNICAL SKILLS

CMS & E-commerce: WordPress, WooCommerce, Shopify, Elementor, Bricks Builder

Web Development: PHP templates, Advanced Custom Fields (ACF), HTML, CSS, Tailwind CSS, Alpine.js, responsive implementation

SEO & Content Optimization: On-page SEO, keyword research, local SEO, SEO audits, metadata, headings, URL slugs, image alt text, internal and external linking, content publishing, and mobile QA

Analytics & Marketing Support: Google Analytics 4 (GA4), Google Search Console, Ahrefs, Screaming Frog, Google Sheets reporting, competitor research, lead-form QA, and conversion-path checks

Hosting & Site Operations: Kinsta, Cloudflare, DNS troubleshooting, SSL/HTTPS, SSH/SFTP, backups, staging, caching, access and WAF/security troubleshooting

Integrations & Support: WordPress forms and email configuration, Square payments, plugin conflicts, API connection troubleshooting, scheduled tasks, logs, and website QA

Data & Productivity: Microsoft Excel, Google Sheets, Google Workspace, Microsoft Word and PowerPoint, Notion, Trello, Slack, Discord

PROFESSIONAL EXPERIENCE

Freelance WordPress Developer & Web Operations Specialist | Upwork / Independent | Remote **2019-Present**

- Maintain and update multiple WordPress and WooCommerce websites for direct clients and agencies, including content changes, layout refinements, responsive styling, plugin and core updates, forms, and release QA.
- Publish and optimize website pages and blog posts using SEO best practices for titles, descriptions, headings, URL slugs, image alt text, internal links, and mobile usability.
- Support SEO and marketing reporting with keyword research, local and on-page audits, GA4 and Search Console review, Screaming Frog crawls, Ahrefs research, and Google Sheets deliverables.
- Work with page builders and custom WordPress implementations, including Elementor, Bricks Builder, PHP templates, ACF, Tailwind CSS, and established utility-class and global-style systems.
- Troubleshoot site and hosting issues across Kinsta and Cloudflare, including DNS and access problems, SSL/HTTPS, caching, backups, staging, SSH/SFTP, security controls, and WAF conflicts.
- Resolve e-commerce and integration issues involving WooCommerce, Square payments, Shopify product and SKU synchronization, email/form delivery, scheduled tasks, API connections, and plugin conflicts.
- Communicate directly with clients, explain technical limitations and next steps in clear language, and create checklists or SOP-style documentation for maintenance, troubleshooting, and team handoffs.
- Perform structured data entry and verification for customer records and orders; organize and manipulate information in Excel and Google Sheets using tables, charts, and quality-control checks.

Computer Repair & IT Support Technician | Independent | Maracaibo, Venezuela **2013-Present**

- Diagnose and resolve hardware and software problems for desktop and laptop computers.
- Install and configure operating systems, applications, drivers, and replacement hardware; perform maintenance, basic backups, and user support.

SELECTED PROJECTS

Orlando Salon-Spa Website | Portfolio & E-commerce

- Built a website combining portfolio and service content with e-commerce functionality, with attention to usability, organization, and ongoing content management.

Agency Website Maintenance | Multiple WordPress Properties

- Provide recurring support across agency-managed websites, handling content updates, on-page SEO improvements, theme and plugin maintenance, responsive QA, troubleshooting, and client-request implementation.

Custom WordPress Theme Components | PHP / ACF / Tailwind CSS

- Worked directly with custom theme code and reusable components, including PHP templates, ACF-managed content, Tailwind CSS styling, and Alpine.js interactions.

EDUCATION

Computer Engineering Degree | Universidad Rafael Urdaneta | Maracaibo, Venezuela **2023**

High School Diploma | Colegio Nuestra Señora del Pilar | Maracaibo, Venezuela **2014**

COURSES & CERTIFICATIONS

- Google Data Analytics Professional Certificate - Coursera
- Python for Data Science - IBM

LANGUAGES & ADDITIONAL STRENGTHS

Languages: Spanish (native); English (professional working proficiency)

Professional Strengths: Problem-solving, analytical thinking, clear client communication, attention to detail, follow-through, time management, organization, file maintenance, and quality control

Typing Speed: 70 WPM